

STATE OF MAINE  
PUBLIC UTILITIES COMMISSION

Docket No. 97-155

April 24, 1997

PUBLIC UTILITIES COMMISSION  
Proposed Rulemaking, Disclosure  
of Low-cost Telephone Calling Plans  
to Telephone Customers

ORDER COMMENCING  
RULEMAKING

WELCH, Chairman; NUGENT and HUNT, Commissioners

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## **I. INTRODUCTION**

This proposed rule requires telephone utilities to provide regular information to customers concerning cost-savings plans offered by the utility. Telephone utilities must also provide, upon customer request, an individual bill analysis that includes any potential savings that might be obtained under its discount plans. The statutory authority for this rule is set forth in 35-A M.R.S.A. §§ 111 and 7101.

## **II. PURPOSE OF RULEMAKING**

In response to a March 1997 request by the Joint Standing Committee on Utilities and Energy, the Commission is opening this rulemaking proceeding. The purpose is to provide consistent, regular information to telephone customers concerning the availability of cost-saving plans. The proposed new rule requires any telephone utility that provides intrastate toll services in the State of Maine to provide its customers with a description of calling plans and programs offered by the telephone utility every 6 months. Upon a customers request, these telephone utilities must also provide individual statements of potential savings under available discount plans based on the customer's actual toll usage. We invite interested persons to comment on other ways to accomplish rule's goal to make information on cost saving plans more widely available. We also ask parties to comment on whether the rule as proposed could have the effect of curtailing competition or limiting availability of certain plans.

## **III. CONDUCT OF THIS RULEMAKING**

This Rulemaking will be conducted according to the procedures set forth in 5 M.R.S.A. §§ 8051-8058. No public hearing on this matter is presently scheduled, but one will be held if requested by any five (5) interested persons. Persons wishing to request a public hearing on this rule must notify the Administrative Director, Public Utilities Commission, 242 State Street, 18 State House Station, Augusta, Maine 04333-0018 (telephone: (207) 287-3831), on or before May 20, 1997.

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Written comments on the proposed rule may be filed with the Administrative Director no later than June 6, 1997. Please refer to the docket number of this proceeding, Docket No. 97-155, when submitting comments.

The fiscal impact of the proposed rule is not known at this time. It is not expected to impose an economic burden on small businesses. A more precise understanding of the fiscal impact of this rule should be possible after comments have been received. The Commission invites all interested persons to comment on the fiscal impact and all other implications of this proposed rule.

The following persons are being sent copies of this Order and the attached rule.

1. All telephone utilities authorized to operate in Maine, except entities that are public utilities solely because they provide customer-owned, coin-operated or coinless (COCOT) telephone service;
2. All persons who have filed a written request for Notice of Rulemaking with the Commission within the past year;
3. The Secretary of State, for publication in accordance with 5 M.R.S.A. § 8053(5);  
and
4. The Executive Director of the Legislative Council, 115 State House Station, Augusta, Maine, 04333 (twenty copies).

The Commission plans to conclude this rulemaking proceeding by September 30, 1997.

Accordingly, we

#### O R D E R

1. That the Administrative Director send copies of this Order and the attached proposed rule to all the persons listed above and compile a service list of all such persons and any persons submitting written comments on the proposed rule.
  2. That the Administrative Director send a copy of the Order Commencing Rulemaking Proceeding to the Secretary of State for publication in accordance with 5 M.R.S.A. § 8053.
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Dated at Augusta, Maine, this 24th of April, 1997.

BY ORDER OF THE COMMISSION

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Dennis L. Keschl  
Acting Administrative Director

COMMISSIONERS VOTING FOR:      Welch  
   Nugent  
   Hunt

This document has been designated for publication.

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## 65 – INDEPENDENT AGENCIES – REGULATORY

## 407 – PUBLIC UTILITIES COMMISSION

Chapter 203 – REGULAR DISCLOSURE OF LOW-COST TELEPHONE CALLING PLANS  
TO TELEPHONE CUSTOMERS

SUMMARY: This rule requires telephone utilities to regularly disclose information to their customers concerning the availability of cost-savings plans.

**§1. Definitions**

A. Telephone utility. “Telephone utility” means any company providing intrastate toll service in the State of Maine.

**§2. Notice of Available Discount Plans**

A. Plan Descriptions. Each telephone utility shall provide its customers with descriptions of all cost-saving plans or programs offered for reduced rate, intrastate, or long distance calling. The descriptions will be included with the customer’s bill.

B. Contents of Descriptions. The description of each plan must include complete pricing information, applicable time restrictions, and requirements for eligibility.

C. Notice. Each telephone utility shall provide the plan descriptions to each customer at least once every 6 months. This shall include notice of that an individual bill analysis is available upon customer request as described in § 3.

**§3. Individual Bill Analysis**

A. Savings Statement. Upon the request of any customer, a telephone utility shall provide a statement of any potential savings that could have been realized under all optional callings plans the customer would be eligible for based on the customer’s actual intrastate toll usage for the preceding month.

Statutory Authority: 35-A M.R.S.A. §§ 111 and 7101.

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